

# KENTUCKY WORKFORCE INVESTMENT BOARD

## BUSINESS MEETING

HOLIDAY INN  
FRANKFORT, KENTUCKY

FEBRUARY 14, 2002

### MINUTES

#### Call To Order

Chairman Ken Oilschlager called the business meeting of the Kentucky Workforce Investment Board to order at 10:35 AM.

Cassandra Bagley called roll.

#### Members Present:

James P. Cole  
Mike Garrison  
Elmo Head  
Kay Meurer  
Joey Pendleton  
Allen Rose

Martha Layne Collins  
Dr. Michael McCall  
Billy Jackson  
Ben Richmond  
George Sotsky  
Dr. Jim Ramsey

Todd Mills  
Margaret Grissom  
Annette Jones  
Kenneth Oilschlager  
Nicky Rapier

#### Members Absent:

David Armstrong  
Larry Clark  
Mike Dixon  
Ron Ramsey  
John Adams

James Baker  
Bill Clouse  
David Englemon  
Jim Shane  
Randy McQueen

Charlie Borders  
Dudley Cooper  
Ron Geary  
A. V. Rash  
Glenna Taylor

**A quorum was met, therefore the meeting continued.**

(Registration/sign-in sheets indicating those in attendance are attached as a part of these minutes.)

Due to the Legislature being in session and several members' need to leave early, Chairman Oilschlager changed the agenda to put all issues needing a vote at the beginning of the meeting.

- Approval of October 11, 2001 Meeting Minutes

#### **MOTION:**

**Moved (Garrison) and Seconded (Grissom) to approve the minutes of the October 11, 2001 Workforce Investment Board Meeting as distributed.**

**The motion was carried unanimously.**

#### ▪ Action Items

- Colonel Head, Youth Committee Chairman, discussed the meeting in Bowling Green where the Youth Committee developed a strategic plan for youth and referred to the minutes on pages 36 and 37 of the agenda packet.

**Moved (Colonel Head) and Seconded (Richmond) to adopt a new youth goal and related strategies for the KWIB strategic plan, as presented on pages 90-91 of the agenda packet. The new goal is: "To increase coordination, communication and resources to provide universal access to quality workforce development services for Kentucky's youth."**

**The motion was carried unanimously.**

▪ Action items from Committees

Chairman Oilschlager asked that the committees with action items make the necessary motions in order for the Board to be able to vote while they have a quorum. They are as follows:

- Dr. McCall, Accountability and Funding Committee Chairman, discussed that at the beginning of WIA implementation the training providers had to be approved (placed on the eligible training provider list – ETP) and were required to submit data for evaluation on how they perform. The law requires that a provider track all students, not just WIA enrolled students. It has been difficult tracking students throughout the program and detailing how each performs. This has been a challenge not only in Kentucky, but nationally. The Accountability Committee recommends to the board that they endorse the submission of a waiver to U.S. DOL asking for an extension of the period of initial eligibility for training providers. Hopefully, the WIA reauthorization will deal with this issue on a more permanent basis.

**Moved (McCall) and Seconded (Garrison) to request the Board to endorse the waiver to extend the period of initial eligibility for training providers.**

**The motion was carried unanimously.**

- Kay Meurer, Business and Industry Committee Chairman, had several issues from the October 11, 2001, KWIB meeting. The first issue was the Business Outreach Pilot Plan (page 15 of the packet) for providing services to small/medium size businesses. The Office of Workforce Partnerships Continuous Improvement team was tasked with developing this plan. It was presented in early January to the CWD leadership team and was approved. The partnerships team is now in the process of recommending the pilot sites to the leadership team for final approval. Therefore, the B & I Committee recommends that the KWIB approve the business outreach pilot project plan, as presented on page 15 of the agenda packet.
- Ms. Meurer's second item does not require KWIB action but was a motion from the last Board meeting. The resource directory (*Kentucky's Workforce Tool Kit: The Resource for Employers*) has been completed and distributed electronically. It will be updated four (4) times a year electronically and hopefully printed once a year. (A copy is included in your packet)

**Moved (Meurer) and Seconded (Pendleton) to approve the plan presented by staff for the Business Outreach Pilot Project.**

**The motion was carried unanimously.**

**Chairman Oilschlager's comments:**

- The **Executive Committee** met January 24, 2002, and reviewed the Annual Report. They also provided input on an NGA survey, identifying three main system-building achievements and three outstanding challenges. The **achievements** as articulated by the Executive Committee are: 1) refocus and reorganization of the state board's efforts towards strategic planning and action, rather than administrative and bureaucratic issues; 2) enhanced communication and collaboration between the state board and local boards through local chairs forums, regional roundtables and state board newsletter; and 3) development and maturation of the one-stop system. Most pressing **challenges** are: 1) implementation of EKOS; 2) meeting the needs of the business

community and engaging them as full partners; 3) capacity building and training for one-stop staff and Workforce Investment Board members; 4) marketing and public relations of the one-stops; 4) developing accountability and financial tracking systems in order for us to be able to measure what we are doing and make sure we are serving our customers.

- One of Chairman Oilschlager's goals is to visit each region one time a year to get together with local board members and staff and see what is going on in order to be more helpful.
- Several recent national surveys (**by the Center for Workforce Preparation – U.S. Chamber of Commerce and the National Association of Manufacturers**) tell us we have much work to do on promoting and getting our business customers to utilize the services of the one-stops. Phyllis Eisen, of the National Association of Manufacturers, spoke at the NGA meeting in New Orleans and stated that 90-95 percent of businesses surveyed did not use their one-stop or did not know what their one-stop was (this is at the national level and does not necessarily apply to us). We just are not on the radar screen and need a major meaningful education campaign regarding the one-stops.
- Attended the **NGA State Chairs meeting** in New Orleans December 5-7, 2001 and some of the basic themes of this meeting were: 1) Linking workforce development and economic development and education; 2) strategies for stabilizing the economy and promoting renewed economic growth; and 3) filling skills gaps and providing credentials.
- David Sampson, an Assistant Secretary at the U.S. Department of Commerce, spoke at the NGA conference and said... "Unless the skills gap within the U.S. is closed and employers can find workers they need, and job seekers have the skills to pursue the opportunities that exist, then America's economy will remain extremely vulnerable. The stakes are high: freedom of trade and commerce; personal and political liberty; and national and individual security."
- **The next local chairs' meeting is March 13, 2002, in Lexington at the new One-Stop Center.**

#### **Secretary Allen Rose's Comments:**

- Discussed the challenges facing state agencies with the budget problems – serious curtailment of out-of-state travel; no overtime or comp time; etc.
- Discussed some of the successes and achievements in the CWD: 1) 41 percent increase in GEDs; 2) DES staff has voluntarily gone to staggered shifts to better serve customers; 3) DTE had a big enrollment increase - went from 18,000 last year to 24,000 this year; 4) DFB and DVR has been ranked number five in the United States in training and placing people on the job. In the last 40 months, 30,000 are working fulltime that would not be working without this service; 5) CWD recently signed an historic agreement between Kentucky Tech and KCTCS for a Dual Credit Program.
- Regarding the implementation of EKOS, it is not ready for the go ahead but is being piloted in Georgetown. **Secretary Rose stated that he would have staff make a full EKOS presentation at the next KWIB meeting.**

**At this point a quorum was lost and the official legal meeting was over. However, all discussions continued.**

#### **Nancy Laprade's Comments:**

- Recommended that Board members take a few moments to review the results of the second national WIB survey report on page 38 of the agenda packet.
- Ms. Laprade highlighted a few of the WIB survey results including one which indicated that 84% of local chairs and directors report that their WIB reaches out and engages employers and the business community in its strategic process. This is somewhat contradictory to the U.S. Chamber of Commerce survey that indicated that only 5-8% of employers surveyed have used the one-stops for training or recruiting.

#### **Bill Gaunce's Comments:**

- Reauthorization is a major concern right now. The story we tell over the next few months is very important. One way DTR is telling this story is to send a report every week to DOL in Atlanta and Washington. Mr. Gaunce indicated that we cannot just look at programs under Title I - WIA is a huge system and includes all Titles.

- In four (4) local areas during the month of January this year, 25,000 people came through the comprehensive one-stop centers. Our system is being used and business and industry needs to know that these are the type of numbers that are coming through our systems.

### **Annual Report**

- This report is submitted to the Governor from the KWIB. In addition to meeting the legal requirement of this report under WIA, the report is the Board's compilation of the broad successes of the system. Thus, in addition to mandated partners under WIA, the report includes projects and successes by various workforce partners (i.e. Bluegrass State Skills, KCTCS and a variety of partners at both state and local levels). The goal is to make this report a comprehensive public relations document that highlights system successes and documents the major efforts that are building a quality workforce in Kentucky.
- The report is organized around the KWIB's strategic goals.
- Major challenges are outlined in the report on page 74 of the packet.
- Partners will go through one final review and edit step before printing.

### **Carl Perkins Plan**

- It was reiterated to the KWIB that an Executive Order was signed in June by the Governor moving over the responsibilities for the approval of the Carl Perkins Plan to the Kentucky Workforce Investment Board. (See page 92 of the agenda packet)
- Sherry Deatrick stated the Department for Technical Education develops the five-year plan with input from public meetings and that DTE will present modifications to the KWIB for approval as needed. Copies of the plan will be made available to KWIB members.

## **Committee Reports (for discussion purposes only)**

### **Executive Committee – Ken Oilschlager**

- Was formed to take up items on emergency basis only. There won't be anything done without full board ratification.
- The first meeting was called to work on the Annual Report to the Governor. The Committee provided feedback to staff on suggested edits and additions.

### **Accountability and Funding Committee – Michael McCall**

- Feel very strongly about gathering information to make sound decisions and getting back to the board. The staff is doing an excellent job.
- The committee is looking at things such as who is getting federal and state funds for training.

### **Business / Industry Committee – Kay Meurer**

- **Kentucky Employability Certificate (KEC):** The Kentucky Society of Human Resource Management has recently officially endorsed the KEC. The KEC roll-out plan is to: 1) start issuing these certificates to individuals in April or May, especially in the WorkKeys Pilot Projects; 2) to train field personnel in May and June; and 3) have official roll out to the business community in September.
- **KWIB Web Page:** Staff has met with a company that has a state contract for web development and the estimate for this site is \$15,000. Due to the current budget situation, we do not anticipate having this level of funding available. Other alternatives are being looked into.

### **Marketing & Public Relations Committee – Mike Garrison**

- **KWIB Web Site:** The CWD has decided to design this in-house because the outside contractor proposal was too expensive (\$15,000). Amy Wetherby in the Office of Communications will have a prototype ready for a presentation at the May meeting.

- **KWIB Newsletter:** Committee recommended to staff that the newsletter be distributed widely as a PR piece (All local board members, chairs, etc.)
- **Multi-state consortium:** Staff updated the committee on the multi-state marketing consortium project.
- **Strategic plan actions steps:** Committee discussed what they hope will be a few quick wins.
  - ❑ Strategy #1: Market and promote the one-stop system across the Commonwealth in conjunction with the local boards.
    - Should be able to use the resources of the multi-state consortium to develop marketing tools to promote one-stops and America's Workforce Network
    - It was suggested that staff try to coordinate research and marketing efforts of the consortium project with regional roundtables. We need to make the best use of the business community's time. Employers do not have the time to be participating in multiple focus groups. Staff explained that the consortium focus group questions will be much more focused and detailed than the roundtables, but that we would keep in mind trying to make the best use of business leaders' time.
  - ❑ Strategy #2: Promote services to the business community including such things as recruiting services, employability certificate, skill standards and workforce alliance
  - ❑ Strategy #3: Identify, articulate and promote the critical workforce development issues that need to be addressed by the KWIB
    - Continue rolling out roundtable schedule to identify issues
    - Articulate issues through website or other appropriate means
- Mr. Garrison thanked the staff for the work they do between meetings and keeping the committee on track.

#### **Youth Committee – Elmo Head**

- **Resource mapping:** The committee had an extensive discussion on how we could roll-out a resource mapping process for youth services.
- **Strategic plan:** Committee reviewed the strategic plan again.
- **Update on youth activities:** DTR staff reported on youth activities that have taken place since the last meeting.
- Introduced the new lead staff member to the Committee, B. J. Helton. Mr. Head indicated that he was glad to have her on board.
- Mr. Head thanked the staff for a wonderful job.

#### **Local Liaison Committee – Nicky Rapier**

- **EKOS:** The committee had a substantive discussion about their EKOS concerns. Their biggest concern and goal is to get the data collection working. Statistics are not supposed to be warm and fuzzy but numbers that you can read. They requested that an EKOS presentation be made at their next committee meeting.
- **Accessibility project:** State received incentive funds to make all 27 comprehensive centers accessible to handicapped individuals.
- **Regional Roundtables:** Reviewed the local roundtable schedules and would like to get everywhere ever two years.
- Discussed strengthening ties to the **local chambers**. The committee feels that it is a good way to get free publicity and promotion by working closely with the chambers.
- Discussed the action plans for our part of the **strategic plan** and we will go into more detail by meeting in late March or early April. Our main concerns will be working on our part of the actions steps and where is EKOS going.
- **Reauthorization:** Some of the local directors are developing a plan to be proactive with the WIA reauthorization. Bob Huffman made some comments in this regard, including outlining the topics they will be discussing. These topics include 1) funding allocations; 2) performance standards; 3) workforce development and education; 4) eligible training lists, provider list; 5) local board membership; 6) cost allocation and expense sharing on one-stop providers; 7) youth services and youth councils and their relationship to the Workforce Investment Boards; and 8)

workforce investment area designations. Mr. Huffman invited any interested KWIB member to join in these discussions. The goal is to produce a white paper that will go to the Kentucky Congressional Delegation as well as the Secretary of Labor.

- **Statewide conference:** Mr. Rapier indicated that we would be having our first statewide conference of the local and state workforce investment boards **November 13 and 14, 2002**. He said this has never been done and it could be expensive, but we need to try to find the resources.
- **Next committee meeting:** The committee will schedule an interim meeting for an EKOS demo/ presentation and strategic action steps discussion prior to the next full KWIB meeting in May.

**Chairman Oilschlager** announced that Judge Tom Wingate has arrived to swear in the new board members: Nicky Rapier, Annette Jones, Todd Mills and James Cole.

Meeting adjourned at 12:05 p.m. for lunch. After lunch there was a Labor Market Information Survey presentation given by Dr. Paul Coomes from the University of Louisville and Dr. Mark Berger from the University of Kentucky.